



**Mom to son:** Excited for Max's birthday party?  
Should be pretty awesome.

**Son:** Yeah!



**Mom to herself:** Even with your peanut allergy and  
a cake made of who-knows-what.

**SUPER (over visual):** EpiPen® (epinephrine) Auto-Injector  
can't eliminate the risk of anaphylaxis.

[Reference packet p1/  
EpiPen PI/p1/col2/14]



**Mom to son:** Because we're prepared, right Jake?

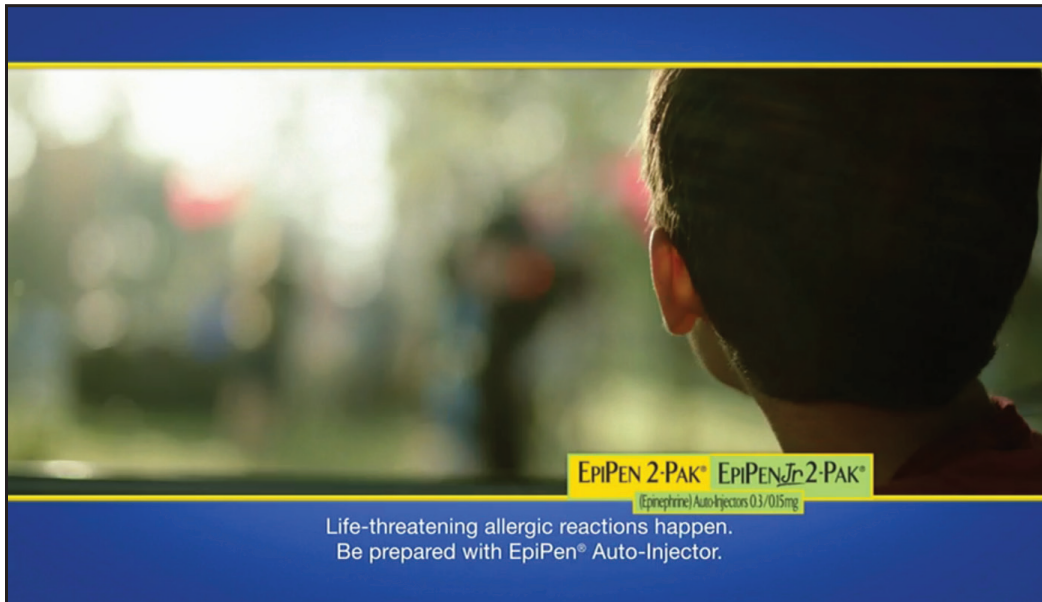
**Son:** Yup!

**Mom to son:** With EpiPen.

**SUPER (over visual):** Be prepared. With EpiPen®.

**EpiPen® (epinephrine) Auto-Injector  
can't eliminate the risk of anaphylaxis.**

[Reference packet p1/  
EpiPen PI/p1/col2/14]



**VO:** EpiPen Auto-Injectors are for the emergency treatment of life-threatening allergic reactions—anaphylaxis...

**BORDER SUPER:** Life-threatening allergic reactions happen. Be prepared with EpiPen® Auto-Injector.

[Reference packet p1/  
EpiPen PI/p1/col2/¶4]

**VO:** ...and for people who are at increased risk for these reactions.

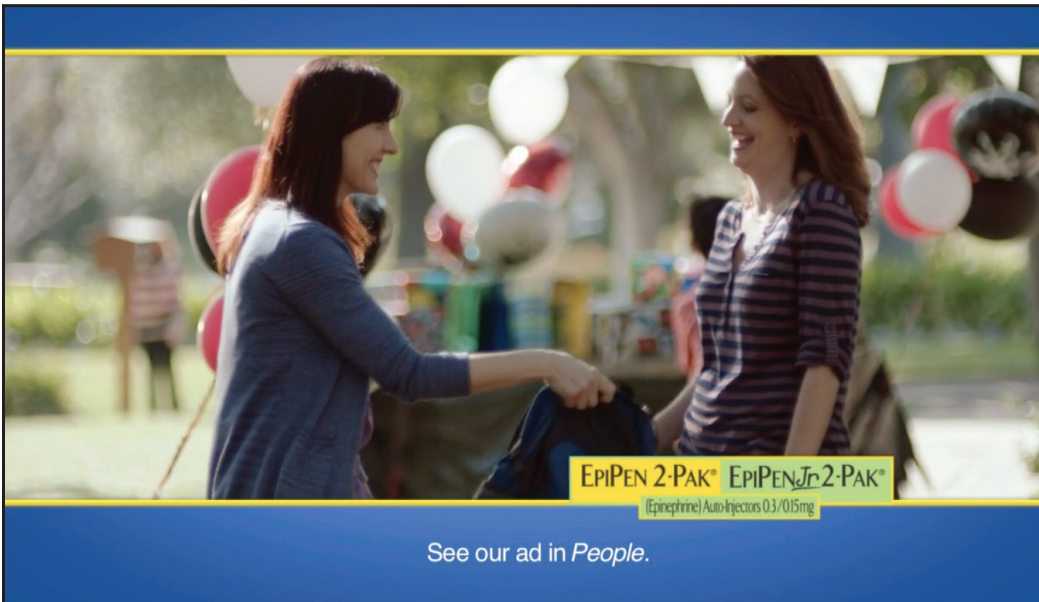
**BORDER SUPER:** Life-threatening allergic reactions happen. Be prepared with EpiPen® Auto-Injector.



[Reference packet p1/  
EpiPen PI/p1/col2/¶8,10]

**VO:** EpiPen is injected into the outer thigh. Do not inject intravenously or into your buttock.

**BORDER SUPER:** See our ad in *People*.





[Reference packet p1/  
EpiPen PI/p1/col3/¶13]

**VO:** Always get emergency medical treatment immediately after using EpiPen.

**BORDER SUPER:** EpiPen® is intended for immediate self-administration as emergency supportive therapy only. Seek immediate emergency medical treatment after use.

[Reference packet p1/EpiPen  
PI/p1/col2/¶16, col3/¶13]



**EPIPEN 2-PAK® EPIPEN Jr 2-PAK®**  
(Epinephrine) Auto-Injectors 0.3/0.15mg

EpiPen® is intended for immediate self-administration as emergency supportive therapy only. Seek immediate emergency medical treatment after use.

[Reference packet p1/  
EpiPen PI/p1/col3/¶11]

**VO:** Use with caution if you have heart disease or are taking medicines that cause heart-related symptoms.



**EPIPEN 2-PAK® EPIPEN Jr 2-PAK®**  
(Epinephrine) Auto-Injectors 0.3/0.15mg

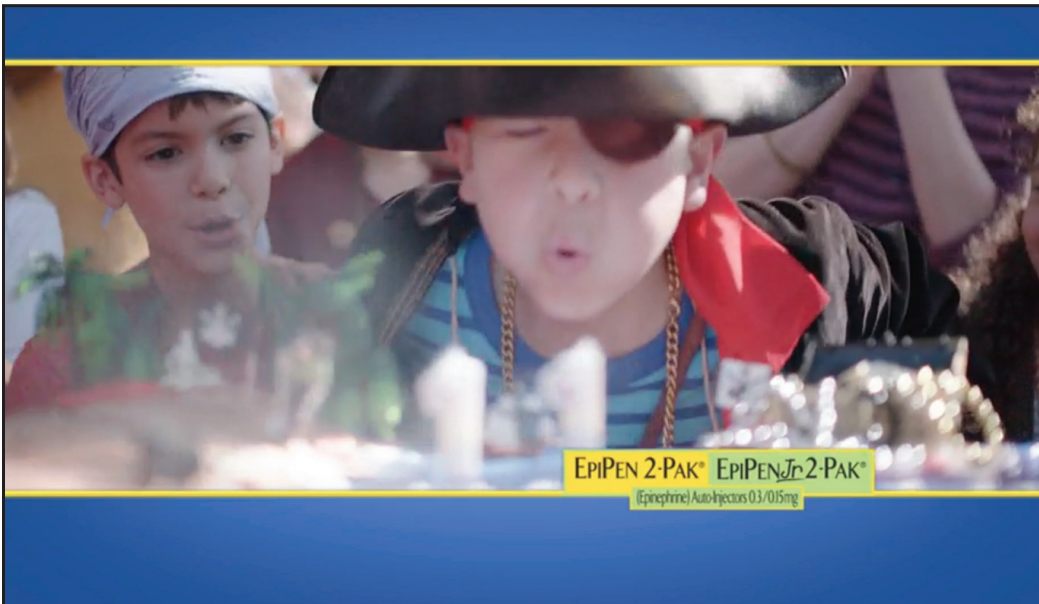
[Reference packet p1/  
EpiPen PI/p1/col3/¶10]

**VO:** Side effects may include faster, irregular, or pounding heartbeat, sweating, nausea and vomiting, difficulty breathing, paleness, dizziness, weakness, or shakiness, headache, nervousness, or anxiety.



[Reference packet p1/  
EpiPen PI/p1/col3/¶10]

**VO:** If you have high blood pressure, overactive thyroid, Parkinson's disease, diabetes, or heart disease—these side effects may be more severe.







VO: You can't be everywhere your child's allergens are.  
But you can be prepared.

SUPER (over visual): When you can't be there...  
Be prepared.



[Reference packet p1/  
EpiPen PI/p2/col2/¶5,6]

VO: Ask your health care professional if EpiPen or EpiPen Jr  
is right for you or your child.

SUPER (over visual): Life happens. Be prepared.  
Visit [epipen.com](http://epipen.com)

BORDER SUPER: The most prescribed epinephrine auto-injector  
for more than 20 years.

(b) (4) 2011/Table]



**VO:** Visit [epipen.com](http://epipen.com) for more information.

**SUPER (over visual):** Visit [epipen.com](http://epipen.com) or call 855-EIPEN-2  
[“EIPEN-2” fades and numbers “374-7362” appear]

**BORDER SUPER:** Available by prescription only.  
[Mylan logo]